



# AMERICAN SOCIETY FOR MICROBIOLOGY

## 2010 MEDIA KIT

### **PRINT ADVERTISING**

**Antimicrobial Agents and Chemotherapy**  
**Applied and Environmental Microbiology**  
**Clinical Microbiology Reviews**  
**Clinical and Vaccine Immunology**  
**Eukaryotic Cell**  
**Infection and Immunity**  
**Journal of Bacteriology**  
**Journal of Clinical Microbiology**  
**Journal of Virology**  
**Microbe (ASM News)**  
**Microbiology and Molecular Biology Reviews**  
**Molecular and Cellular Biology**

### **ONLINE ADVERTISING**

#### **MARKET RESEARCH**

**ASM Member Demographics**  
**Publication Demographics**  
**ASM & ICAAC Meeting Demographics**

#### **CONTACT INFORMATION**

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# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

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*Antimicrobial Agents and Chemotherapy (AAC)* is a major forum exclusively devoted to antimicrobial, antiviral, antifungal, and antiparasitic agents and chemotherapy. It is also a key source for microbiologists, pharmaceutical researchers, biochemists, pharmacologists, clinicians, and other specialists in infectious diseases.

Sections include:

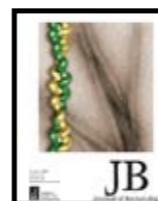
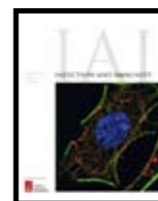
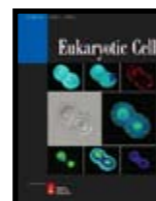
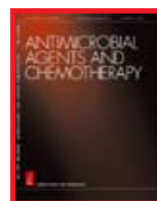
Commentaries	Analytical Procedures
Minireviews	Antiviral Agents
Chemistry; Biosynthesis	Experimental Therapeutics
Mechanisms of Action: Physiological Effects	Clinical Therapeutics
Mechanisms of Resistance	Pharmacology
Susceptibility	Recent U.S. Food and Drug Administration Approvals
Biologic Response Modifiers	

Monthly, with 5,274 projected pages in 2009. Print ISSN: 0066-4804. Online ISSN: 1098-6596.

AAC has an impact factor of 4.716 and an Eigenfactor score of 0.102 according to the 2008 Journal Citation Reports. It is the #1 cited journal in Pharmacology & Pharmacy, and the #5 cited journal in Microbiology in 2008, with more than 37,000 citations as reported in the 2008 Journal Citation Reports. AAC is also the #1 journal in Pharmacology & Pharmacy and #6 journal in Microbiology ranked by Eigenfactor score.

AAC is ranked #15 by impact factor out of 91 journals in the Microbiology category as well as #21 out of 216 journals in the Pharmacology and Pharmacy category.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), Biological Abstracts, BIOSIS Previews, Caplus, Current Contents, EMBASE, Illustrata, Index Veterinarius, Industrial and Applied Microbiology Abstracts (Microbiology A), Science Citation Index Expanded, Summon, and more.



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# AMERICAN SOCIETY FOR MICROBIOLOGY

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FOR 2010	Space	Ad Material
JANUARY	11/26	12/4
FEBRUARY	12/28	1/4
MARCH	1/29	2/4
APRIL	2/26	3/5
MAY	3/30	4/8
JUNE	4/27	5/4
JULY	6/1	6/9
AUGUST	6/28	7/7
SEPTEMBER	7/28	8/6
OCTOBER	8/27	9/8
NOVEMBER	9/24	10/5
DECEMBER	10/25	11/4

Cancellations cannot be accepted later than one week after space reservation due date.

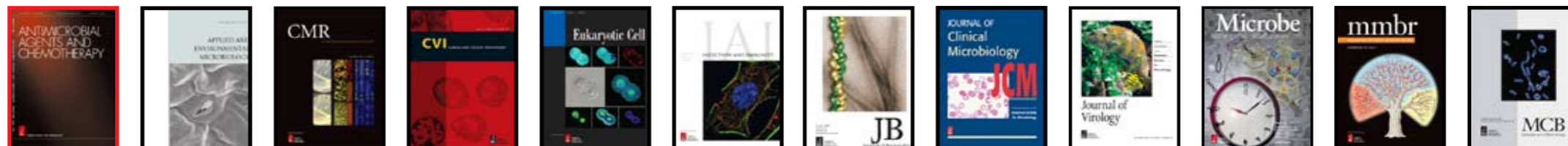
**Frequency:** Monthly; 4th week of proceeding month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

**Special Issues:**

May: Convention Issue (ASM General Meeting)

September: Convention Issue (ICAAC Joint Meeting)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

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Frequency	Full	1/2 Page	1/4 Page
1x	\$1,995	\$1,375	\$955
3x	1,955	1,365	940
6x	1,890	1,340	910
12x	1,855	1,315	895
24x	1,765	1,245	----
36x	1,740	1,200	----
48x	1,660	1,155	----
60x	1,630	1,135	----

### ADDITIONAL RATES:

#### Color (In addition to B/W earned rates):

Standard	\$ 985
Matched Color	1,010
3/4 Color	1,970

\*Additional charges may apply for metallic inks

**Placement of Advertising:** Precedes and follows editorial.

**Stock/Binding:** 50.7lb coated/Perfect

**Acceptance of Advertising:** Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

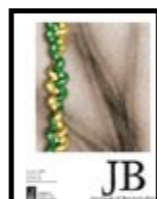
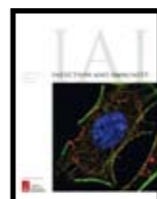
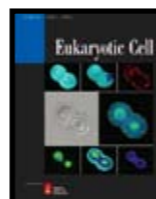
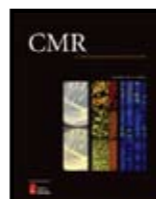
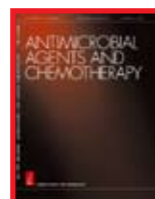
**Agency Commission:** 15%. Color charges and position charges are commissionable. Insert charges are also commissionable. All extra charges are non-commissionable.

**Earned Rates:** Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%
Facing 1st Text	earned rate plus 25%
Facing Contents	earned rate plus 25%
Facing Cover 2	earned rate plus 25%

Cancellation of space order forfeits right to position protection.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Applied and Environmental Microbiology

↳ About *AEM*

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*Applied and Environmental Microbiology (AEM)* publishes a substantial share of the most significant current research in the areas of biotechnology, microbial ecology, food microbiology, and industrial microbiology. Highlighting research findings applicable to the development of new processes or products, *AEM* is a broad-based journal that is indispensable to those whose basic work has implications of near-term practical benefit.

Sections include:

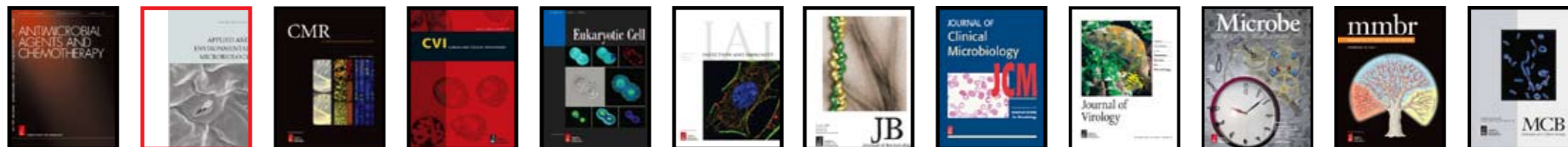
Commentaries	Mycology	Plant Microbiology
Meeting Reviews	Public Health Microbiology	Invertebrate Microbiology
Meeting Presentations	Environmental Microbiology	Methods
Genetics and Molecular Biology	Microbial Ecology	Biodegradation
Enzymology and Protein Engineering	Geomicrobiology	Evolutionary and Genomic Microbiology
Physiology	Food Microbiology	Genome Announcements
Biotechnology		

Twice monthly, with 8,071 projected pages in 2009. Print ISSN: 0099-2240. Online ISSN: 1098-5336.

*AEM* has an impact factor of 3.801 and an Eigenfactor score of 0.166 according to the 2008 Journal Citation Reports. It is the #1 cited journal in Microbiology and the #1 cited journal in Biotechnology & Applied Microbiology in 2008, with more than 69,000 citations, as reported in the 2008 Journal Citation Reports. *AEM* is also the #1 journal in Microbiology and the #2 journal in Biotechnology & Applied Microbiology ranked by Eigenfactor score. This year *AEM* was named by the SLA as one of the top 100 most influential journals of the last 100 years.

*AEM* is ranked #21 by impact factor out of 91 journals in the Microbiology category as well as #25 out of 144 journals in the Biotechnology and Applied Microbiology category.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), Biological Abstracts, BIOSIS Previews, Caplus, Current Contents, EMBASE, Illustrata, Index Veterinarius, Industrial and Applied Microbiology Abstracts (Microbiology A), Science Citation Index Expanded, Summon, and more.





# AMERICAN SOCIETY FOR MICROBIOLOGY

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JANUARY	11/30	12/10	12/14	12/28
FEBRUARY	1/4	1/11	1/15	1/26
MARCH	2/2	2/11	2/16	2/24
APRIL	3/3	3/12	3/17	3/26
MAY	4/2	4/15	4/16	4/27
JUNE*	5/3	5/7	5/15	5/28
JULY	6/4	6/10	6/15	6/25
AUGUST	7/6	7/15	7/16	7/27
SEPTEMBER	8/4	8/12	8/17	8/26
OCTOBER	9/2	9/14	9/16	9/24
NOVEMBER	10/5	10/14	10/15	10/27
DECEMBER	10/28	11/5	11/11	11/29

Cancellations cannot be accepted later than one week after space reservation due date.

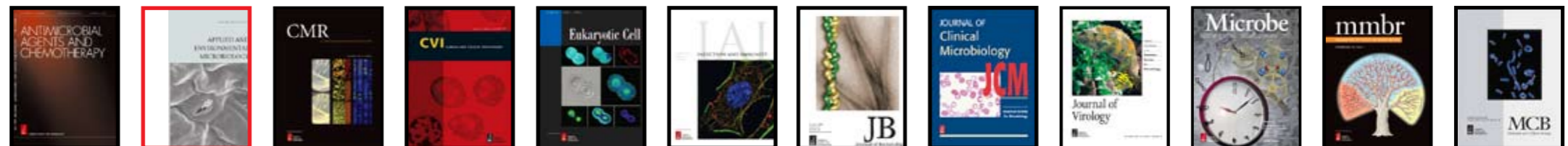
**Frequency:** Twice monthly; 3rd week of proceeding month and 1st week of publication month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

**Special Issues:**

May: Convention Issue (ASM General Meeting)

September: Convention Issue (ICAAC Joint Meeting)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Applied and Environmental Microbiology

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Frequency	Full	1/2 Page	1/4 Page
1x	\$1,525	\$1,045	\$725
3x	1,480	1,030	695
6x	1,445	1,020	675
12x	1,390	985	655
24x	1,365	940	-----

### ADDITIONAL RATES:

**Color** (In addition to B/W earned rates):

Standard	\$ 980
Matched Color	1,010
3/4 Color	1,520

\*Additional charges may apply for metallic inks

**Earned Rates:** Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%
Facing 1st Text	earned rate plus 25%
Facing Contents	earned rate plus 25%
Facing Cover 2	earned rate plus 25%

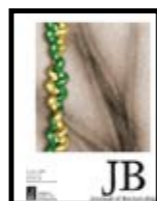
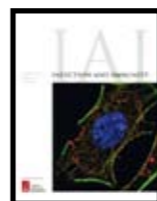
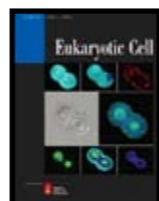
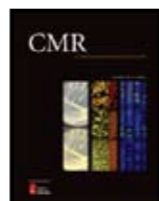
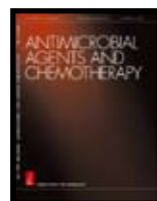
**Placement of Advertising:** Precedes and follows editorial.

**Stock/Binding:** 50.7lb coated/Perfect

**Acceptance of Advertising:** Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

**Agency Commission:** 15%. Color charges and position charges are commissionable. Insert charges are also commissionable. All extra charges are non-commissionable.

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# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Clinical Microbiology Reviews

↳ About *CMR*

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*Clinical Microbiology Reviews (CMR)* offers a variety of reviews of developments in clinical microbiology and immunology, providing an excellent and timely overview of topics of concern to microbiologists, immunologists, epidemiologists, pathologists, public health workers, and infectious disease specialists. Bacteriology, virology, mycology, and parasitology are among the fields covered.

Sections include:

Pathogenic mechanisms  
Specific or groups of microbial pathogens  
Clinical and laboratory aspects of newly recognized or reemerging infectious diseases  
Recently developed antimicrobial agents and their applications  
New diagnostic laboratory technology

Quarterly, with 850 pages in 2008. Print ISSN: 0893-8512. Online ISSN: 1098-6618.

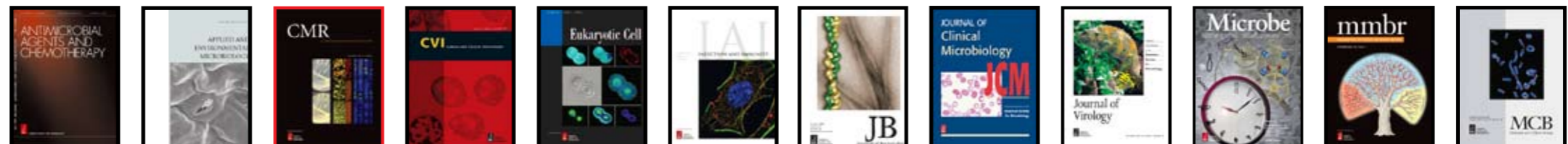
*CMR* has an impact factor of 16.409 and an Eigenfactor score of 0.026 according to the 2008 Journal Citation Reports. It is the #3 ranked journal among [ScienceWatch's Top 10 Research Journals](#) (2004-2008) in Microbiology, with more than 31 average citations per paper.

It is ranked #2 by impact factor out of 91 journals in the Microbiology category.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), BIOSIS Previews, CAB Abstracts, Caplus, Current Contents, EMBASE, Illustrata, Index Veterinarius, Science Citation Index Expanded, Summon, and more.



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FOR 2010	Space	Ad Material
JANUARY	12/18	1/4
APRIL	3/19	3/30
JULY	6/18	6/29
OCTOBER	9/20	9/29

Cancellations cannot be accepted later than one week after space reservation due date.

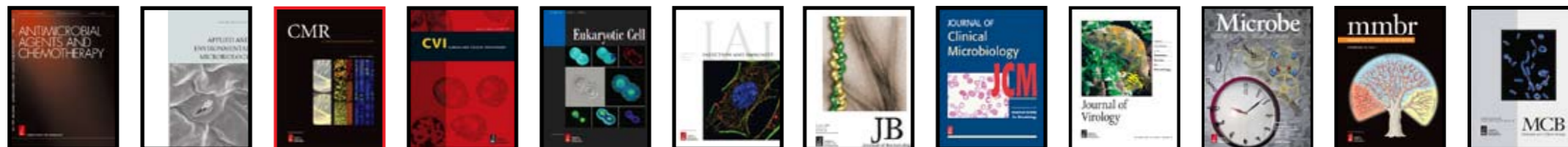
**Frequency:** Quarterly; 3rd week of proceeding month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

**Special Issues:**

May: Convention Issue (ASM General Meeting)

September: Convention Issue (ICAAC Joint Meeting)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

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Frequency	Full	1/2 Page	1/4 Page
1x	\$1,465	\$1,005	\$680
3x	1,420	995	675
6x	1,395	980	660
12x	1,335	935	625

### ADDITIONAL RATES:

#### Color (In addition to B/W earned rates):

Standard	\$ 935
Matched Color	975
3/4 Color	1,465

\*Additional charges may apply for metallic inks

**Earned Rates:** Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%
Facing 1st Text	earned rate plus 25%
Facing Contents	earned rate plus 25%
Facing Cover 2	earned rate plus 25%

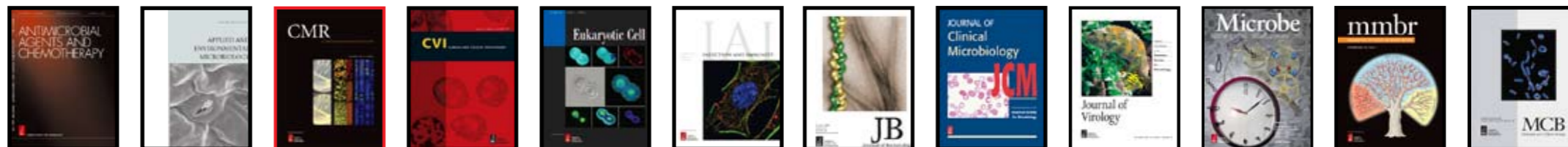
**Placement of Advertising:** Precedes and follows editorial.

**Stock/Binding:** 50.7lb coated/Perfect

**Acceptance of Advertising:** Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

**Agency Commission:** 15%. Color charges and position charges are commissionable. Insert charges are also commissionable. All extra charges are non-commissionable.

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## PRINT ADVERTISING

↳ Clinical and Vaccine Immunology

↳ About CVI

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*Clinical and Vaccine Immunology (CVI)* is an expansion of the former *Clinical and Diagnostic Laboratory Immunology (CDLI)*. CVI publishes articles on topics related to clinical immunology and vaccine research. The CVI scope includes research studies that enhance understanding of the human immune response in health and disease, including new animal models for human immunologic diseases, and viral immunology and immunopathogenesis. The journal particularly welcomes articles on all aspects of immunization and vaccine research, including development and evaluation of vaccines, the immune response to vaccines in humans and animals, studies of vaccine vectors, adjuvants and immunomodulators, quantitative assays of vaccine efficacy, and clinical trial studies. Medical and veterinary laboratory immunology continues to be a focus of the journal.

Sections include:

Commentaries	Microbial Immunology
Minireviews	Veterinary Immunology
Vaccine Research	Clinical Laboratory Immunology
Immune Mechanisms	Case Reports

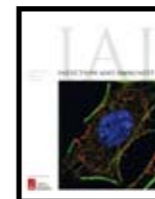
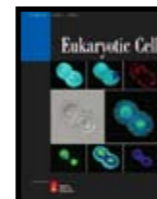
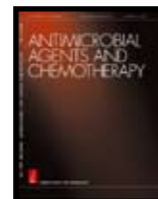
Monthly, with 1,900 pages in 2008. In 2008 CVI became an **online-only** journal. ISSN: 1556-679X. Previous print ISSN: 1556-6811.

CVI has an impact factor of 2.237 and an Eigenfactor score of 0.007 according to the 2008 Journal Citation Reports. It is ranked #31 by impact factor out of 51 journals in the Infectious Diseases category, #43 out of 91 journals in the Microbiology category, and #74 out of 121 journals in the Immunology category.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), Biological Abstracts, BIOSIS Previews, Caplus, Current Contents, Illustrata, Index Veterinarius, Science Citation Index Expanded, Summon, and more.



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## PRINT ADVERTISING

↳ Eukaryotic Cell

↳ About *EC*

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*Eukaryotic Cell (EC)* focuses on eukaryotic microbiology and presents reports of basic research on simple eukaryotic microorganisms, such as yeasts, fungi, algae, protozoa, and social amoebae. The journal also covers viruses of these organisms and their organelles and their interactions with other living systems, where the focus is on the eukaryotic cell.

Topics include:

- Basic biology
- Molecular and cellular biology
- Mechanisms, and control, of developmental pathways
- Structure and form inherent in basic biological processes
- Cellular architecture
- Metabolic physiology
- Comparative genomics, biochemistry, and evolution
- Population dynamics
- Ecology

Sections include:

- Commentaries
- Minireviews
- Articles
- Spotlights

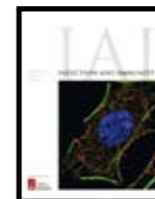
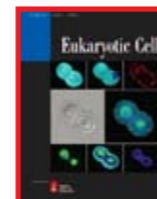
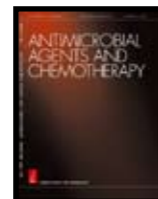
Monthly, with 2,700 pages in 2008. In 2008 *EC* became an **online-only** journal. ISSN: 1535-9786. Previous print ISSN: 1535-9778.

*EC* has an impact factor of 3.83 and an Eigenfactor score of 0.034 according to the 2008 Journal Citation Reports. It is ranked #20 by impact factor out of 91 journals in the Microbiology category.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), Biological Abstracts, BIOSIS Previews, CAB Abstracts, Caplus, Current Contents, Illustrata, Index Veterinarius, Science Citation Index Expanded, Summon, and more.



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# AMERICAN SOCIETY FOR MICROBIOLOGY

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↳ Infection and Immunity

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*Infection and Immunity* focuses on host-pathogen interactions and encompasses a wide range of topics of interest to microbiologists, immunologists, epidemiologists, pathologists, and clinicians. Areas of interest include infections caused by pathogenic bacteria, fungi, and parasites; mechanisms of pathogenicity; interactions of virulence factors with host cells; host resistance, inflammation, and susceptibility to infection; the immunology of infectious diseases; development and evaluation of vaccines against nonviral pathogens; and the genomes of pathogenic bacteria.

Sections include:

Instructions to Authors (January issue)

Spotlight

Commentaries

Minireviews

Molecular Pathogenesis

Cellular Microbiology: Pathogen-Host Cell Molecular Interactions

Bacterial Infections

Host Response and Inflammation

Fungal and Parasitic Infections

Microbial Immunity and Vaccines

Molecular Genomics

Genome Announcements

Monthly. 5,457 projected pages in 2009. Print ISSN: 0019-9567. Online ISSN: 1098-5522.

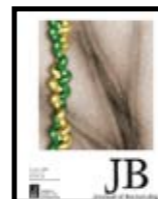
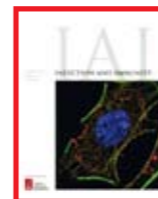
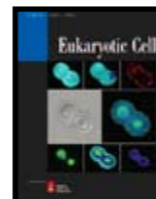
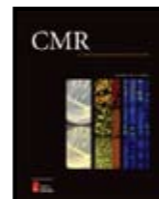
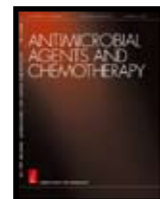
*IAI* has an impact factor of 3.987 and an Eigenfactor score of 0.121 according to the 2008 Journal Citation Reports. It is the #1 cited journal in Infectious Diseases and the #3 journal in Immunology, with more than 48,000 citations in 2008, as reported in the 2008 Journal Citation Reports.

*IAI* is ranked #10 by impact factor out of 51 journals in the Infectious Diseases category, and #27 out of 121 journals in the Immunology category.

Indexed/Abstracted: Agricola, BIOSIS, Current Awareness in Biological Sciences, Current Contents, Index Medicus, EMBASE, Microbiology Abstracts, Science Citation Index, and more.



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# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Infection and Immunity

↳ Closing Dates

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FOR 2010	Space	Ad Material
JANUARY	11/26	12/4
FEBRUARY	12/28	1/4
MARCH	1/28	2/5
APRIL	2/24	3/4
MAY	3/26	4/6
JUNE	4/23	5/4
JULY	5/27	6/4
AUGUST	6/24	7/2
SEPTEMBER	7/28	8/5
OCTOBER	8/25	9/3
NOVEMBER	9/24	10/4
DECEMBER	10/22	11/4

Cancellations cannot be accepted later than one week after space reservation due date.

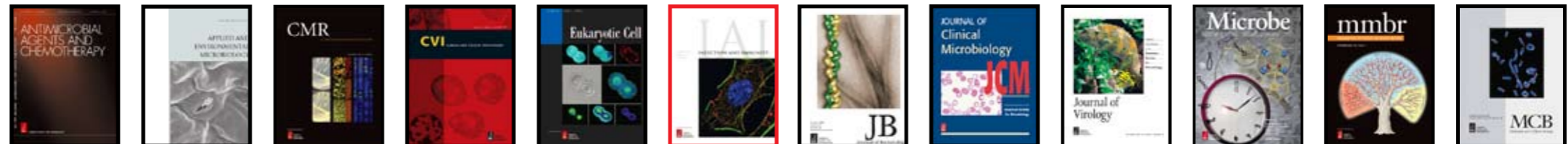
**Frequency:** Monthly; 3rd week of proceeding month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

**Special Issues:**

May: Convention Issue (ASM General Meeting)

September: Convention Issue (ICAAC Joint Meeting)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Infection and Immunity

↳ Display Rates

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Frequency	Full	1/2 Page	1/4 Page
1x	\$1,465	\$1,005	\$680
3x	1,420	995	675
6x	1,395	980	660
12x	1,335	935	625

### ADDITIONAL RATES:

#### Color (In addition to B/W earned rates):

Standard	\$ 935
Matched Color	975
3/4 Color	1,465

\*Additional charges may apply for metallic inks

**Earned Rates:** Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%
Facing 1st Text	earned rate plus 25%
Facing Contents	earned rate plus 25%
Facing Cover 2	earned rate plus 25%

**Placement of Advertising:** Precedes and follows editorial.

**Stock/Binding:** 50.7lb coated/Perfect

**Acceptance of Advertising:** Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

**Agency Commission:** 15%. Color charges and position charges are commissionable. Insert charges are also commissionable. All extra charges are non-commissionable.

Cancellation of space order forfeits right to position protection.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Journal of Bacteriology

↳ About *JB*

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The Journal of Bacteriology (*JB*), established in 1916, keeps pace with the times by advancing and disseminating fundamental knowledge of bacteria and other microorganisms. Articles report on developments in fast-moving areas, making the journal invaluable reading for busy researchers.

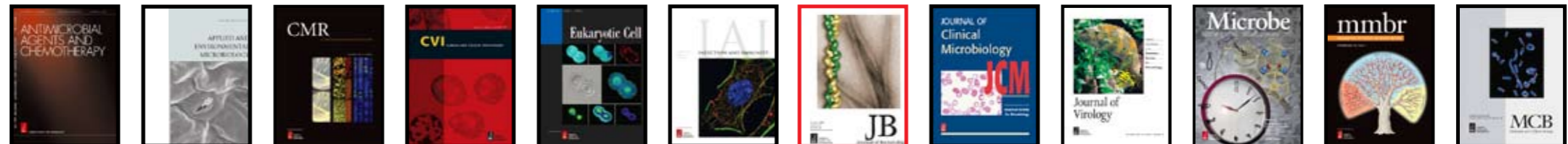
Sections include:

Commentaries	Dialogs	Minireviews
Meeting Reviews	Meeting Presentations	Computational Biology
Structural Biology	Genomics and Proteomics	Molecular Biology of Pathogens
Bacteriophages, Transposons, Plasmids	Signal Transduction	Microbial Communities and Interactions
Gene Regulation	Microbial Cell Biology	Plant Microbiology
Genetics and Molecular Biology	Physiology and Metabolism	Enzymes and Proteins
Population Genetics and Evolution	Genome Announcements	

Twice monthly, with 7,920 projected pages in 2009. Print ISSN: 0021-9193. Online ISSN: 1098-5530.

*JB* has an impact factor of 3.636 and an Eigenfactor score of 0.149 according to the 2008 Journal Citation Reports. It is the #2 journal in Microbiology ranked by Eigenfactor score. It is also the #2 cited journal in Microbiology, receiving more than 58,000 citations in 2008, as reported in the 2008 Journal Citation Reports. *JB* is ranked #22 by impact factor out of 91 journals in the Microbiology category. This year the Journal of Bacteriology was named by the SLA as one of the **top 100 most influential journals** of the last 100 years.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), Biological Abstracts, BIOSIS Previews, Biotechnology Citation Index, Caplus, Current Contents, EMBASE, Illustrata, Index Veterinarius, Science Citation Index Expanded, Summon, and more.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Journal of Bacteriology

↳ Closing Dates

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FOR 2010	Space	Ad Material	Space	Ad Material
JANUARY	11/20	11/30	12/7	12/14
FEBRUARY	12/22	1/4	1/7	1/15
MARCH	1/22	2/3	2/5	2/15
APRIL	2/19	3/2	3/10	3/19
MAY	3/24	4/2	4/5	4/14
JUNE*	4/22	4/30	5/7	5/17
JULY	5/27	6/4	6/8	6/17
AUGUST	6/23	6/30	7/9	7/16
SEPTEMBER	7/23	8/3	8/10	8/18
OCTOBER	8/23	9/1	9/7	9/16
NOVEMBER	9/22	10/1	10/8	10/15
DECEMBER	10/20	10/29	11/3	11/12

Cancellations cannot be accepted later than one week after space reservation due date.

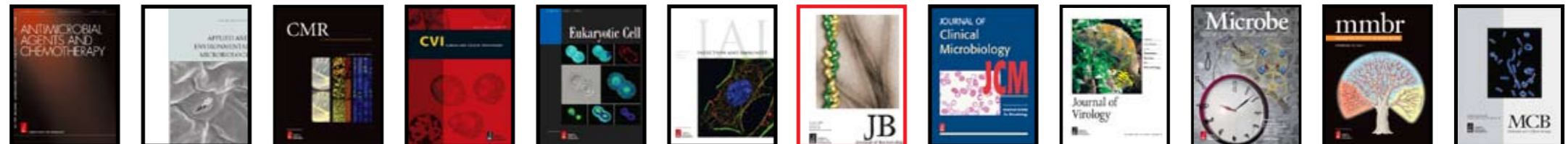
**Frequency:** Twice monthly; 3rd week of proceeding month and 1st week of publication month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

**Special Issues:**

May: Convention Issue (ASM General Meeting)

September: Convention Issue (ICAAC Joint Meeting)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Journal of Bacteriology

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[Mechanical Requirements](#)

Frequency	Full	1/2 Page	1/4 Page
1x	\$1,465	\$1,005	\$680
3x	1,420	995	675
6x	1,395	980	660
12x	1,335	935	625

### ADDITIONAL RATES:

#### Color (In addition to B/W earned rates):

Standard	\$ 935
Matched Color	975
3/4 Color	1,465
*Additional charges may apply for metallic inks	

**Placement of Advertising:** Precedes and follows editorial.

**Stock/Binding:** 50.7lb coated/Perfect

**Acceptance of Advertising:** Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

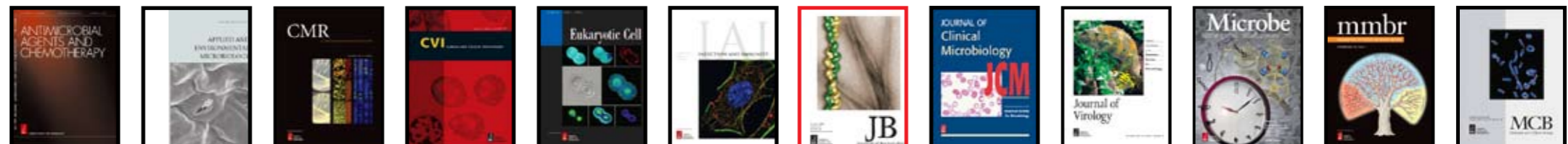
**Agency Commission:** 15%. Color charges and position charges are commissionable. Insert charges are also commissionable. All extra charges are non-commissionable.

**Earned Rates:** Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%
Facing 1st Text	earned rate plus 25%
Facing Contents	earned rate plus 25%
Facing Cover 2	earned rate plus 25%

Cancellation of space order forfeits right to position protection.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Journal of Clinical Microbiology

↳ About JCM

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The *Journal of Clinical Microbiology (JCM)* publishes the most current research on the microbiological aspects of human and animal infections and infestations, with emphasis on their etiologic agents, diagnosis, and epidemiology.

Sections include:

Commentaries	Parasitology
Minireviews	Virology
Bacteriology	Clinical Veterinary Microbiology
Chlamydiology and Rickettsiology	Epidemiology
Mycobacteriology and Aerobic Actinomycetes	Case Reports
Mycology	Fast-Track Communications

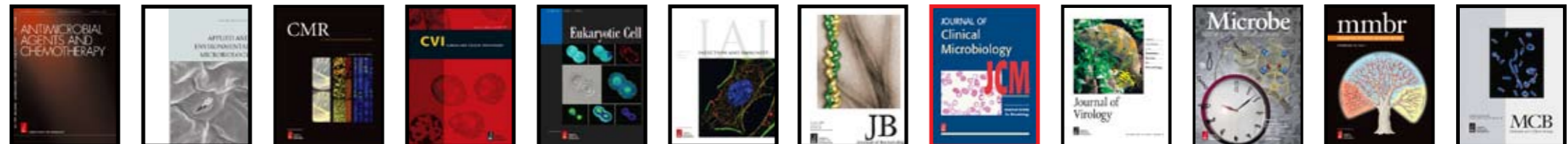
Monthly, with 3,972 projected pages in 2009. Print ISSN: 0095-1137. Online ISSN: 1098-660X.

JCM has an impact factor of 3.945 and an Eigenfactor score of 0.122 according to the 2008 Journal Citation Reports. It is the #3 cited journal in Microbiology, with more than 46,000 citations in 2008, as reported in 2008 Journal Citation Reports. JCM is also ranked #5 in Microbiology by Eigenfactor. It is ranked #18 by impact factor out of 91 journals in the Microbiology category.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), Biotechnology Citation Index, CAB Abstracts, Caplus, Current Contents, EMBASE, Illustrata, Index Veterinarius, Science Citation Index Expanded, Summon, and more.



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# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Journal of Clinical Microbiology

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FOR 2010	Space	Ad Material
JANUARY	12/4	12/14
FEBRUARY	1/4	1/21
MARCH	2/5	2/17
APRIL	3/11	3/19
MAY	4/8	4/20
JUNE	5/7	5/18
JULY	6/11	6/22
AUGUST	7/9	7/21
SEPTEMBER	8/10	8/19
OCTOBER	9/10	9/17
NOVEMBER	10/12	10/20
DECEMBER	11/5	11/12

Cancellations cannot be accepted later than one week after space reservation due date.

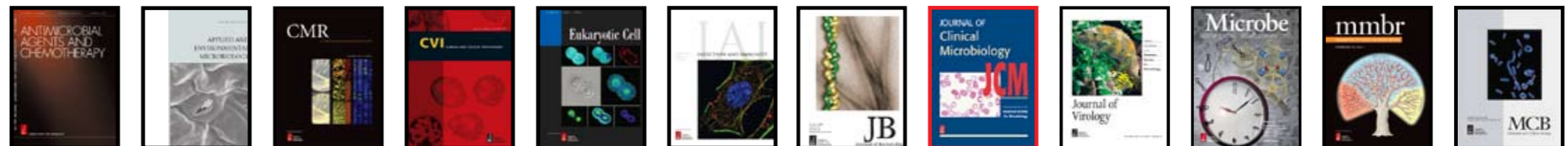
**Frequency:** Monthly; 2nd week of publication month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

**Special Issues:**

May: Convention Issue (ASM General Meeting)

September: Convention Issue (ICAAC Joint Meeting)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Journal of Clinical Microbiology

↳ Display Rates

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Frequency	Full	1/2 Page	1/4 Page
1x	\$2,225	\$1,510	\$1,060
3x	2,170	1,490	1,050
6x	2,140	1,465	1,040
12x	2,080	1,425	1,010
24x	2,010	1,385	----
36x	1,955	1,340	----
48x	1,875	1,290	----

### ADDITIONAL RATES:

#### Color (In addition to B/W earned rates):

Standard	\$ 940
Matched Color	975
3/4 Color	1,840
*Additional charges may apply for metallic inks	

**Placement of Advertising:** Precedes and follows editorial.

**Stock/Binding:** 50.7lb coated/Perfect

**Acceptance of Advertising:** Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

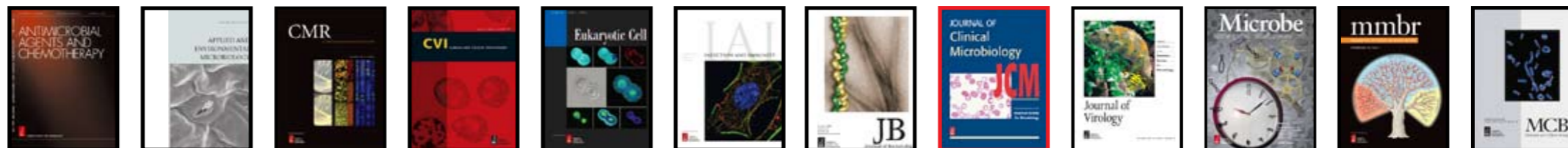
**Agency Commission:** 15%. Color charges and position charges are commissionable. Insert charges are also commissionable. All extra charges are non-commissionable.

**Earned Rates:** Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%
Facing 1st Text	earned rate plus 25%
Facing Contents	earned rate plus 25%
Facing Cover 2	earned rate plus 25%

Cancellation of space order forfeits right to position protection.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Journal of Virology

↳ About *JVI*

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The *Journal of Virology (JVI)* maintains its premier position as a source of broad-based, high-quality, original research concerning viruses. The journal provides fundamental new information obtained in studies using cross-disciplinary approaches of biochemistry, biophysics, cell biology, genetics, immunology, molecular biology, morphology, physiology, and pathogenesis and immunity.

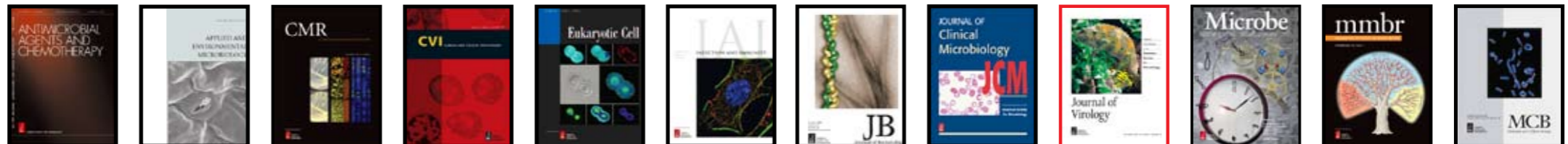
Sections include:

Spotlights	Virus-Cell Interactions
Commentaries	Cellular Response to Infection
Minireviews	Transformation and Oncogenesis
Structure and Assembly	Gene Delivery
Genome Replication and Regulation of Viral Gene Expression	Vaccines and Antiviral Agents
Genetic Diversity and Evolution	Pathogenesis and Immunity

Twice monthly, with 12,906 projected pages in 2009. Print ISSN: 0022-538X. Online ISSN: 1098-5514.

*JVI* has an impact factor of 5.308 and an Eigenfactor score of 0.250 according to the 2008 Journal Citation Reports. It is the #1 cited journal in Virology with more than 86,000 citations in 2008, as reported in the 2008 Journal Citation Reports. *JVI* is also the #1 journal in Virology ranked by Eigenfactor score. This year *JVI* was named by the SLA as one of the **top 100 most influential journals** of the last 100 years. The Journal of Virology is ranked #3 by impact factor out of 27 journals in the Virology category.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), Biological Abstracts, BIOSIS Previews, Caplus, EMBASE, Illustrata, Index Veterinarius, Review of Plant Pathology, Science Citation Index Expanded, Summon, and more.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Journal of Virology

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FOR 2010	Space	Ad Material	Space	Ad Material
JANUARY	11/13	11/26	11/30	12/11
FEBRUARY	12/14	12/28	1/4	1/11
MARCH	1/15	1/27	2/2	2/11
APRIL	2/16	2/25	3/3	3/10
MAY	3/18	3/26	4/1	4/13
JUNE*	4/16	4/28	4/30	5/7
JULY	5/19	5/28	6/2	6/11
AUGUST	6/16	6/25	6/30	7/9
SEPTEMBER	7/21	7/29	8/30	8/10
OCTOBER	8/16	8/27	9/1	9/10
NOVEMBER	9/17	9/28	10/5	10/13
DECEMBER	10/15	10/27	10/29	11/9

Cancellations cannot be accepted later than one week after space reservation due date.

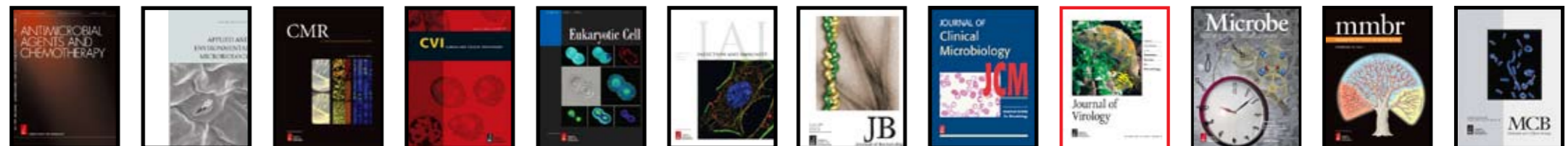
**Frequency:** Twice monthly; 3rd week of preceding month and 1st week of publication month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

**Special Issues:**

May: Convention Issue (ASM General Meeting)

September: Convention Issue (ICAAC Joint Meeting)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Journal of Virology

↳ Display Rates

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Frequency	Full	1/2 Page	1/4 Page
1x	\$1,485	\$1,010	\$685
3x	1,430	1,000	680
6x	1,410	990	665
12x	1,350	945	635

### ADDITIONAL RATES:

#### Color (In addition to B/W earned rates):

Standard	\$ 945
Matched Color	985
3/4 Color	1,495

\*Additional charges may apply for metallic inks

**Earned Rates:** Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%
Facing 1st Text	earned rate plus 25%
Facing Contents	earned rate plus 25%
Facing Cover 2	earned rate plus 25%

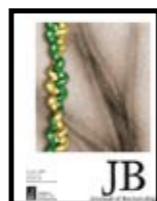
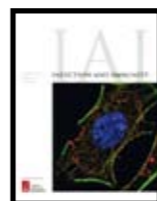
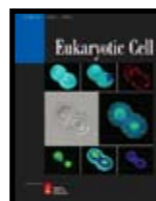
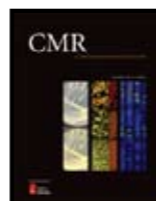
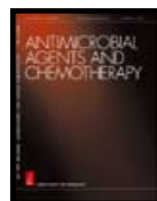
**Placement of Advertising:** Precedes and follows editorial.

**Stock/Binding:** 50.7lb coated/Perfect

**Acceptance of Advertising:** Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

**Agency Commission:** 15%. Color charges and position charges are commissionable. Insert charges are also commissionable. All extra charges are non-commissionable.

Cancellation of space order forfeits right to position protection.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Microbe

↳ Closing Dates

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*Microbe* is a monthly magazine that provides timely information on a broad range of scientific and policy issues to the worldwide community of microbiologists. Each issue contains specific sections devoted to current topics and in-depth features on the life sciences, updates on regulatory affairs, opinion pieces, book reviews, and extensive calendar of pertinent meetings, and other listings of useful information. The magazine also contains classified employment listings and reports on ASM activities. *Microbe* reaches all members of the American Society for Microbiology, the largest single life science organization in the world.

### Subscription Rates

#### Non-members:

United States: \$50.00

Canada: \$55.35

Members: \$17.00

**Circulation:** 32,315

**Frequency:** Monthly; 1st week of publication month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

#### Special Issues:

May: Convention Issue (ASM General Meeting)

August: Convention Issue (ICAAC/IDSA Joint Meeting)

### Closing Dates for Space:

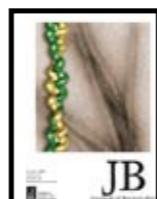
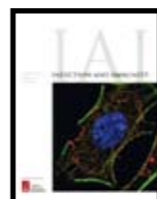
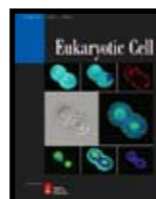
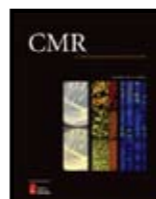
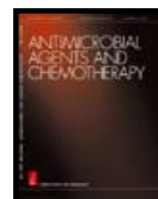
1st of month preceding publication date for all issues. No cancellations accepted after closing date.

### Closing Dates for Inserts:

Complete offset material and inserts are due by the 4th of the month preceding publication date for all issues.



[www.asm.org](http://www.asm.org)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Microbe

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Frequency	Full	1/2 Page	1/4 Page
1x	\$3,095	\$2,105	\$1,430
3x	3,010	2,060	1,400
6x	2,965	2,040	1,375
12x	2,840	1,935	1,300
24x	2,710	1,850	----
36x	2,595	1,765	----
48x	2,450	1,690	----

### ADDITIONAL RATES:

**Color** (In addition to B/W earned rates):

Standard	\$1,040
Matched Color	1,085
3/4 Color	2,125

\*No extra charge incurred for bleeds

### Classified Rates:

**Positions Available:** \$3.35 per word  
**Positions Wanted:** \$35.00 for each 50 words or fraction thereof per insertion  
**ASM Box Number:** \$35.00 per insertion

**Placement of Advertising:** Precedes and follows editorial.

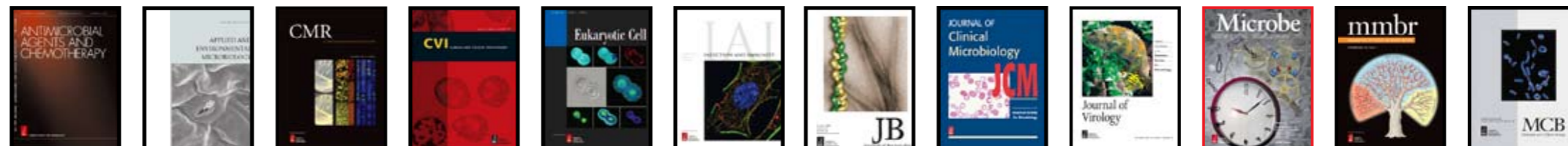
**Stock/Binding:** 45lb coated/saddle Stitched

**Acceptance of Advertising:** Subject to approval by production manager. Time for clearance, 3 weeks before closing date.

**Agency Commission:** 15% allowed to agencies of record, with billing to the agency; classified advertising is non-commissionable.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Microbe

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**2-Page Insert:** 2 times earned B/W page rate.

**4-Page Insert:** 4 times earned B/W page rate.

**Larger units, gate-folds:** rates upon request.

### INSERT REQUIREMENTS:

#### Sizes:

2-page insert: 8 9/16" x 11 5/16"

4-page insert: 17 1/8" x 11 5/16"

The above sizes include 1/8" on gutter and bottom for trim and 3/16" on top and outside for trim. Keep live matter at least 1/2" from trim.

All inserts must be furnished printed, ready for binding. Multiple-leaf inserts must be furnished folded. Die cuts within body of insert must be limited so as not to affect stiffness of the page and in no way adversely affect material on adjacent page. Sample of insert must be submitted to production manager for approval. Carton packing preferred, quantity and publication clearly indicated.

**Paper Stock:** 45lb. coated (Inside), 70lb. gloss stock (Covers)

**Halftone Screen:** 150 line

### Reproduction Requirements:

*Microbe* are produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- Ads must be submitted as a high-resolution PDF with advertiser's name and issue date in the filename.
- Upload a high-res PDF to The Walchli Tauber Group FTP site at <ftp2.wt-group.com> — user: **wtgroupftp**, password: **sendfiles**
- Find the folder for PSN and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to [david.bubbins@wt-group.com](mailto:david.bubbins@wt-group.com) indicating that materials have been uploaded.
- You also can email the PDF to [david.bubbins@wt-group.com](mailto:david.bubbins@wt-group.com) if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

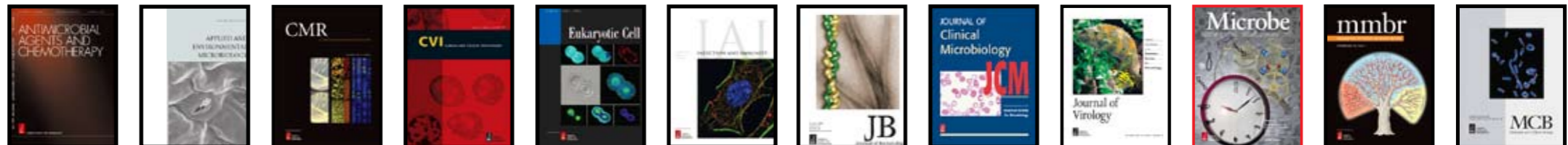
### INSERT MAILING AND SHIPPING:

*Microbe* (Issue Date, Qty)  
c/o Cadmus Insert Storage  
2905 Byrdhill Road  
Richmond, VA 23228

### OTHER MAILING AND SHIPPING:

*Microbe* (Issue Date)  
The Walchli-Tauber Group, Inc.  
Attn: David Bubbins  
2225 Old Emmorton Road, Suite 201  
Bel Air, MD 21015

All color digital ads submitted must be CMYK.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Microbe

↳ Mechanical Requirements






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Page Size		Size
	Spread	14" x 10", Non-Bleed 17 1/8" x 11 1/8", Bleed
	Full Page	7" x 10", Non-Bleed 8 9/16" x 11 5/16", Bleed
	1/2 Page V	7" x 4 3/4", Non-Bleed ----" x ----", Bleed
	1/2 Page H	3 1/4" x 10", Non-Bleed ----" x ----", Bleed
	1/4 Page	3 1/4" x 4 3/4" - Non-Bleed ----" x ----", Bleed

### Trim Size:

- Journal trims 3/16" off top, 1/8" off bottom, gutter and outside edge.
- Final trim size of the publication is 8 1/4 x 10 7/8"
- Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

### Reproduction Requirements:

*Microbe* are produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- Ads must be submitted as a high-resolution PDF with advertiser's name and issue date in the filename.
- Upload a high-res PDF to The Walchli Tauber Group **FTP site at <ftp2.wt-group.com>** — **user: wtgroupftp, password: sendfiles**
- Find the folder for PSN and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to [david.bubbins@wt-group.com](mailto:david.bubbins@wt-group.com) indicating that materials have been uploaded.
- You also can email the PDF to [david.bubbins@wt-group.com](mailto:david.bubbins@wt-group.com) if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

### INSERT MAILING AND SHIPPING:

*Microbe* (Issue Date, Qty)  
c/o Cadmus Insert Storage  
2905 Byrdhill Road  
Richmond, VA 23228

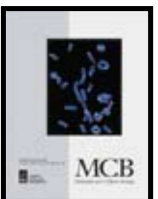
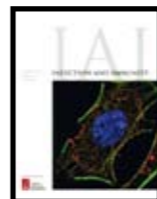
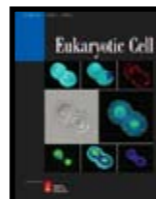
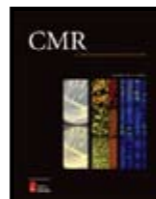
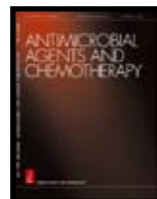
### OTHER MAILING AND SHIPPING:

*Microbe* (Issue Date)  
The Walchli-Tauber Group, Inc.  
Attn: David Bubbins  
2225 Old Emmorton Road, Suite 201  
Bel Air, MD 21015

All color digital ads submitted must be CMYK.



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# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Microbiology and Molecular Biology Reviews

↳ About *MMBR*

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*Microbiology and Molecular Biology Reviews (MMBR)*, is recognized as the definitive, broad-based review journal in the disciplines of microbiology, immunology, and molecular and cellular biology, keeping readers abreast of the latest findings about bacteria, viruses, parasites, fungi, and other higher eukaryotes.

Sections include:

Physiology and enzymology  
Molecular biology  
Chemistry; biosynthesis  
Genetics  
Ecology

Host-parasite relationships leading to disease  
Cellular biology  
Virology

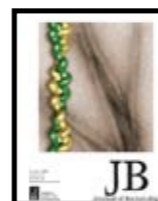
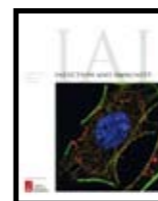
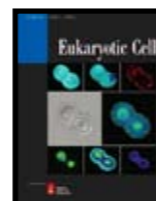
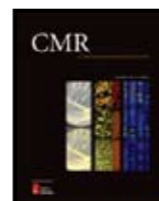
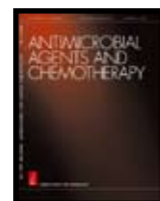
Quarterly, with 776 projected pages in 2009. Print ISSN: 1092-2172. Online ISSN: 1098-5557.

*MMBR* has an impact factor of 16.95 and an Eigenfactor score of 0.028 according to the 2008 Journal Citation Reports. It is the #1 journal in Microbiology ranked by Impact Factor as reported in the 2008 Journal Citation Reports. *MMBR* was also ranked the #1 journal among ScienceWatch's Top 10 Research Journals (2004-2008) in Microbiology, with more than 39 average citations per paper.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), BIOSIS Previews, CAB Abstracts, Caplus, Current Contents, EMBASE, Illustrata, Index Veterinarius, Science Citation Index Expanded, Summon, and more.



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# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Microbiology and Molecular Biology Reviews

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FOR 2010	Space	Ad Material
MARCH	2/11	2/19
JUNE	5/11	5/19
SEPTEMBER	8/11	8/19
DECEMBER	11/9	11/19

Cancellations cannot be accepted later than one week after space reservation due date.

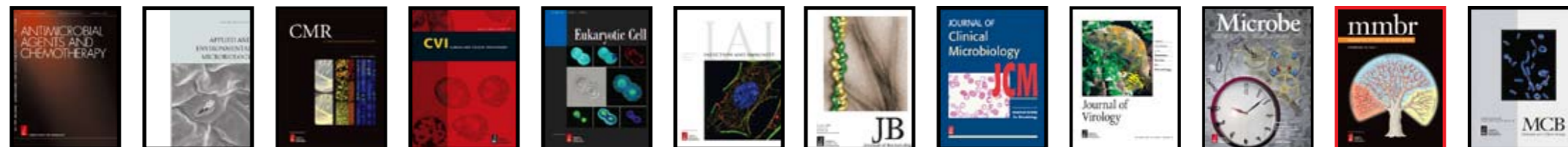
**Frequency:** Quarterly; 2nd week of publication month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

**Special Issues:**

May: Convention Issue (ASM General Meeting)

September: Convention Issue (ICAAC Joint Meeting)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Microbiology and Molecular Biology Reviews

↳ Display Rates

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Frequency	Full	1/2 Page	1/4 Page
1x	\$1,840	\$1,215	\$850
4x	1,785	1,175	840
8x	1,750	1,145	----
16x	1,700	1,095	----

### ADDITIONAL RATES:

#### Color (In addition to B/W earned rates):

Standard	\$ 840
Matched Color	870
3/4 Color	1,320

\*Additional charges may apply for metallic inks

**Placement of Advertising:** Precedes and follows editorial.

**Stock/Binding:** 50.7lb coated/Perfect

**Acceptance of Advertising:** Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

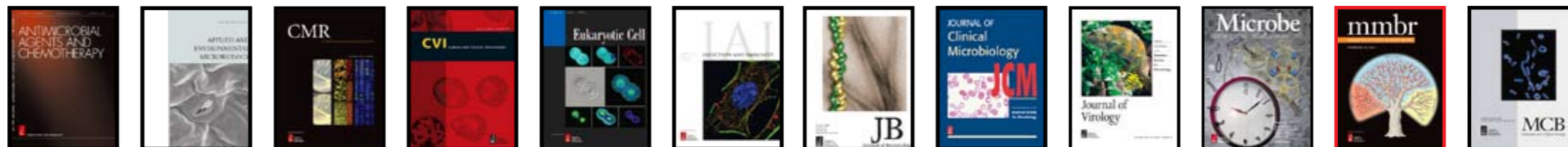
**Agency Commission:** 15%. Color charges and position charges are commissionable. Insert charges are also commissionable. All extra charges are non-commissionable.

**Earned Rates:** Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%
Facing 1st Text	earned rate plus 25%
Facing Contents	earned rate plus 25%
Facing Cover 2	earned rate plus 25%

Cancellation of space order forfeits right to position protection.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Molecular and Cellular Biology

↳ About *MCB*

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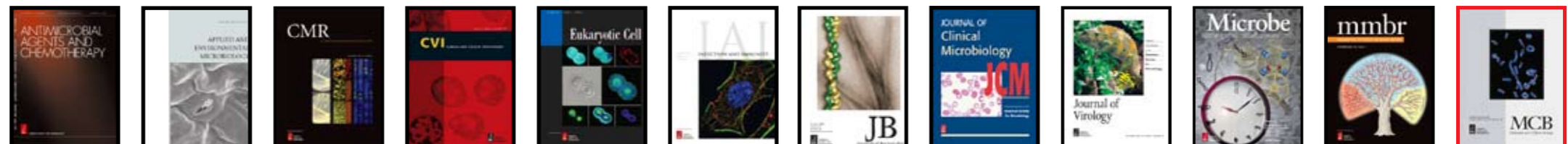
Researchers find *Molecular and Cellular Biology (MCB)* to be an authoritative source of fundamental knowledge and new developments in all aspects of the molecular biology of eukaryotic cells. Essential to all scientists in the field, *MCB* publishes work on microbial as well as higher organisms and on viral systems where the emphasis is clearly on the cell. Some areas of emphasis include gene expression, chromosome structure and dynamics, signal transduction, intracellular trafficking, and mammalian genetic models.

Twice monthly, with 6,860 projected pages in 2009. Print ISSN: 0270-7306. Online ISSN: 1098-5549.

*MCB* has an impact factor of 5.942 and an Eigenfactor score of 0.323 according to the 2008 Journal Citation Reports. It is the #2 journal in Cell Biology and the #4 journal in Biochemistry and Molecular Biology ranked by Eigenfactor score. It is also the #3 cited journal in Cell Biology in 2008, with more than 69,000 citations as reported in the 2008 Journal Citation Reports. *MCB* is ranked #29 by impact factor out of 157 journals in the Cell Biology category, and #38 out of 276 journals in the Biochemistry and Molecular Biology category.

*Molecular and Cellular Biology* was one of ScienceWatch's **Top 20 Research Journals** (1997-2007) in Molecular Biology & Genetics, with more than 38 average citations per paper. *MCB* was also named by the SLA as one of the **top 100 most influential journals** of the last 100 years.

Indexed/Abstracted in: AgBiotech News and Information, Bacteriology Abstracts (Microbiology B), BIOSIS Previews, Biotechnology Citation Index, Caplus, Current Contents, EMBASE, Illustrata, Index Veterinarius, Review of Plant Pathology, Science Citation Index Expanded, Summon, and more.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Molecular and Cellular Biology

↳ Closing Dates

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FOR 2010	Space	Ad Material	Space	Ad Material
JANUARY	11/16	11/30	11/30	12/14
FEBRUARY	12/21	1/4	1/4	1/11
MARCH	1/21	1/29	2/3	2/12
APRIL	2/18	2/26	3/5	3/16
MAY	3/19	3/31	4/6	4/14
JUNE*	4/21	4/30	5/5	5/14
JULY	5/21	6/2	6/2	6/16
AUGUST	6/17	6/30	6/30	7/16
SEPTEMBER	7/21	7/30	7/30	8/17
OCTOBER	8/19	8/27	9/1	9/14
NOVEMBER	9/17	9/30	10/1	10/15
DECEMBER	10/15	10/28	10/29	11/9

Cancellations cannot be accepted later than one week after space reservation due date.

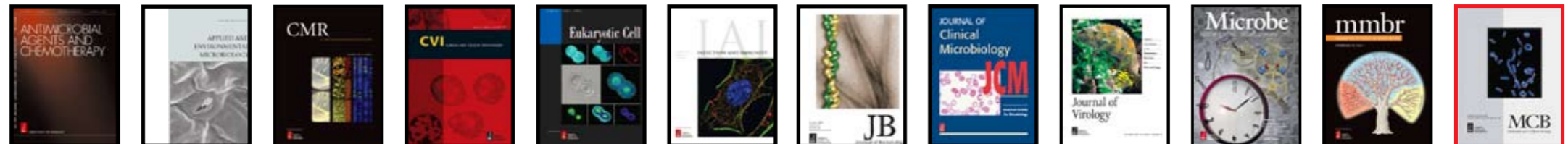
**Frequency:** Twice monthly; 3rd week of preceding month and 1st week of publication month.

**Mail class, mailing cover:** Second-class mail, plastic wrapped or bulk shipped.

**Special Issues:**

May: Convention Issue (ASM General Meeting)

September: Convention Issue (ICAAC Joint Meeting)





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Molecular and Cellular Biology

↳ Display Rates

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Frequency	Full	1/2 Page	1/4 Page
1x	\$1,485	\$1,010	\$685
3x	1,430	1,000	680
6x	1,410	990	665
12x	1,350	945	635
24x	1,340	915	-----

### ADDITIONAL RATES:

#### Color (In addition to B/W earned rates):

Standard	\$ 945
Matched Color	985
3/4 Color	1,485

\*Additional charges may apply for metallic inks

**Earned Rates:** Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

### Covers & Preferred Position Rates:

2nd Cover	earned rate plus 25%
3rd Cover	earned rate plus 25%
4th Cover	earned rate plus 50%
Facing 1st Text	earned rate plus 25%
Facing Contents	earned rate plus 25%
Facing Cover 2	earned rate plus 25%

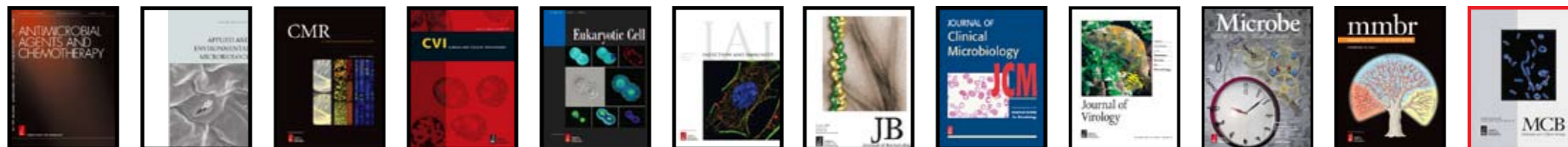
**Placement of Advertising:** Precedes and follows editorial.

**Stock/Binding:** 50.7lb coated/Perfect

**Acceptance of Advertising:** Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

**Agency Commission:** 15%. Color charges and position charges are commissionable. Insert charges are also commissionable. All extra charges are non-commissionable.

Cancellation of space order forfeits right to position protection.





# AMERICAN SOCIETY FOR MICROBIOLOGY

## PRINT ADVERTISING

↳ Insert Rates

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**2-Page Insert:** 2 times earned B/W page rate.

**4-Page Insert:** 4 times earned B/W page rate.

**Back-Up Rates Per Page:** one-half earned B/W rate.

**Business Reply Cards:** 2 times earned B/W rate.

**Larger units, gate-folds, tip-ins, die-cuts:** rates upon request.

**Special Handling Charges:** (for unusual insert handling) rates upon request.

### INSERT REQUIREMENTS:

**Sizes** (to be supplied folded):

2-page insert: 8 3/8" x 11 3/16"

4-page insert: 16 3/4" x 11 3/16"

Larger sizes upon request.

**Trimming:** 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 1/2" inside all edges of untrimmed insert for live matter.

**Stock:** 70 lb. minimum.

**Quantity:** Consult advertising representative.

**Copy Clearance:** Subject to approval by publisher.

**Disposition of Material:** Reproduction material will be held one year from date of last insertion and then destroyed, unless specifically instructed in writing to do otherwise.

### BUSINESS REPLY CARD REQUIREMENTS:

A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check with the production manager for minimum and maximum sizes, paper stock and binding requirements.

### INSERT MAILING AND SHIPPING:

*ASM Publication Name* (Issue Date, Qty)

c/o Cadmus Insert Storage

500 Cadmus Lane

Easton, MD 21601

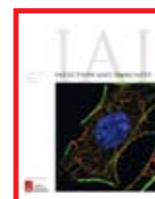
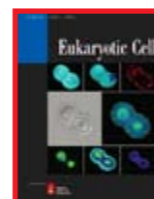
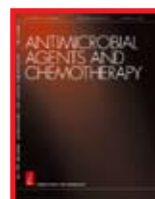
### OTHER MAILING AND SHIPPING:

*ASM Publication Name* (Issue Date)

The Walchli-Tauber Group, Inc.

2225 Old Emmorton Road, Suite 201

Bel Air, MD 21015



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# AMERICAN SOCIETY FOR MICROBIOLOGY





## PRINT ADVERTISING

↳ Mechanical Requirements

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Page Size	Size
 Full Page	7" x 10", Non-Bleed 8 3/8" x 11 1/8", Bleed
 1/2 Page V	7" x 4 3/4", Non-Bleed ----" x ----", Bleed
 1/2 Page H	3 1/4" x 10", Non-Bleed ----" x ----", Bleed
 1/4 Page	3 1/4" x 4 3/4" - Non-Bleed ----" x ----", Bleed

### Trim Size:

- Journal trims 3/16" off top, 1/8" off bottom, gutter and outside edge.
- Final trim size of the publication is 8 1/8" x 10 7/8"
- Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

**Halftone Screen:** Covers, inside, 4/color: 150 line screen

### Reproduction Requirements:

ASM Publications are produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- Ads must be submitted as a high-resolution PDF with advertiser's name and issue date in the filename.
- Upload a high-res PDF to The Walchli Tauber Group FTP site at <ftp2.wt-group.com> — user: **wtgroupftp**, password: **sendfiles**
- Find the folder for PSN and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to [david.bubbins@wt-group.com](mailto:david.bubbins@wt-group.com) indicating that materials have been uploaded.
- You also can email the PDF to [david.bubbins@wt-group.com](mailto:david.bubbins@wt-group.com) if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

### Ship to:

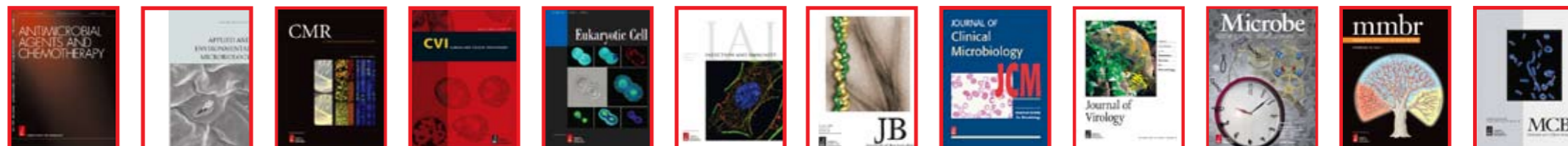
Walchli Tauber Group, Inc.  
Attention: David Bubbins  
2225 Old Emmorton Road, Suite 201  
Bel Air, MD 21015

(443) 512-8899 x115

(443) 512-8909 fax

[david.bubbins@wt-group.com](mailto:david.bubbins@wt-group.com)

All color digital ads submitted must be CMYK.





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[Screen Shot](#)

The following rates and information applies to *all* ASM publications

	Dimensions	Acceptable Formats	Size	Loop
Skyscraper	120x600	.GIF, .JPEG, Flash, Shockwave 3rd party ad serving, URL needs to be provided for hyperlinked ads. Rich Media is acceptable.	68k max	30 sec max
Leaderboard	728x90	.GIF, .JPEG, Flash, Shockwave 3rd party ad serving, URL needs to be provided for hyperlinked ads. Rich Media is acceptable.	68k max	30 sec max

\*Expandable ad units are not acceptable.

**BANNER COST:**

Cost is \$50.00, per thousand impressions

**The ad will appear on:**

Home Page

Inside pages but are not included on the  
full-text article pages





# AMERICAN SOCIETY FOR MICROBIOLOGY

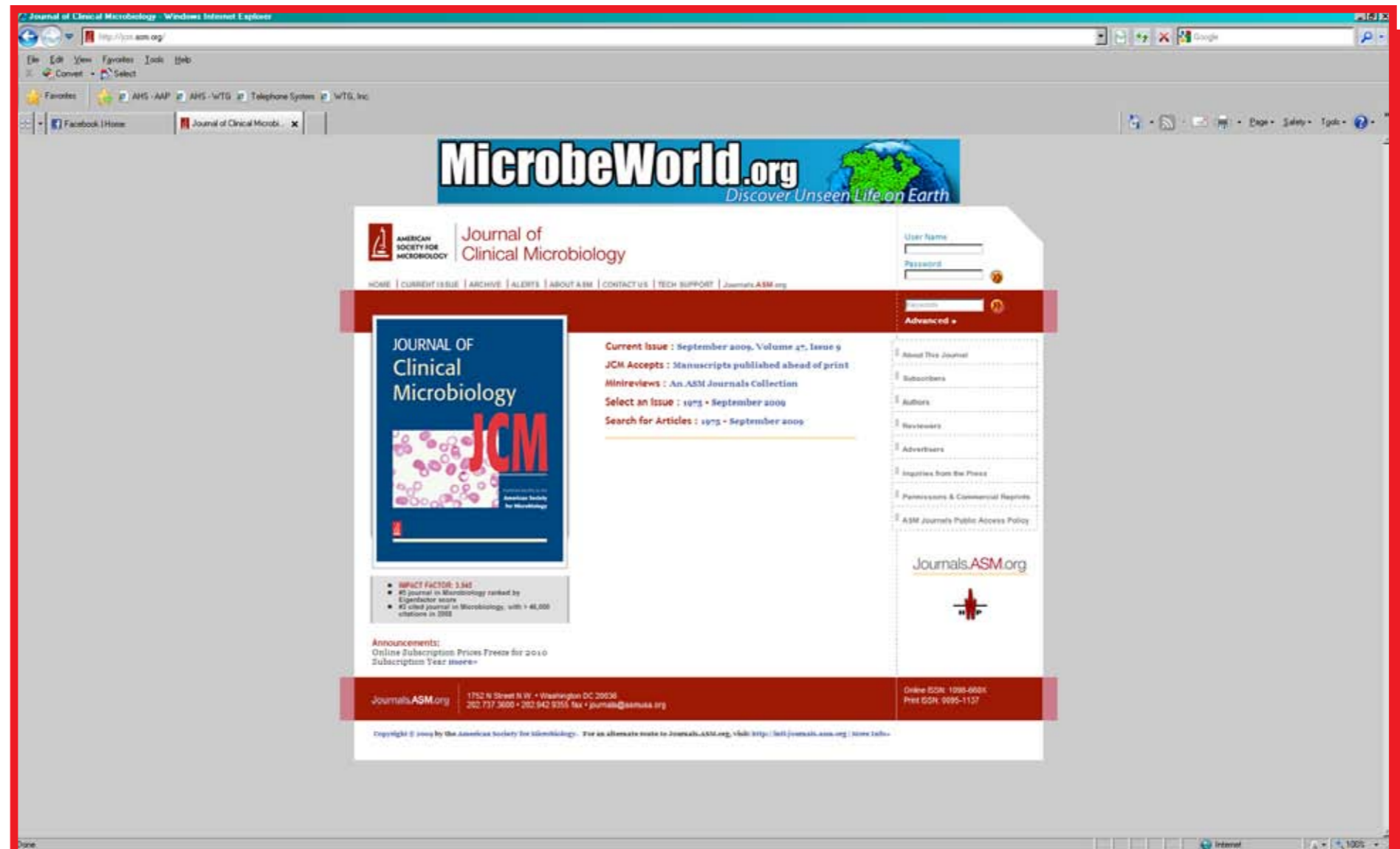
## ONLINE ADVERTISING

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[ASM Member Demographics](#)

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**2008 ASM Members by Primary Employer**  
Grouped by Member Type

Employer Type	Full	Postdoctoral	Transitional	Student
Hospital Diagnostic Lab	2,904	34	7	58
Private Diagnostic Lab	536	3	1	16
Private Practice	772	1	1	18
Reference Lab	389	11	1	35
Junior/Community College	499	2	3	21
Undergraduate Institution	1,759	40	14	297
Profession School (Med/Dent/Vet)	5,048	256	7	154
Graduate Institution	5,862	650	22	2,464
Non-Profit Research	1,915	176	3	84
Pharmaceuticals/Chemicals	2,084	8	5	27
Medicals/Diagnostics	1,401	35	3	31
Agricultural/Veterinary	308	14	2	29
Biotechnology	1,546	48	7	72
Food Products	320	3	1	13
Federal Government	2,645	156	8	116
State Government	1,011	50	4	55
Local Government	306	2	0	4
Blank	4,696	43	15	1,440
<b>TOTAL</b>	<b>34,001</b>	<b>1,532</b>	<b>104</b>	<b>4,944</b>





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**2008 ASM Members by Job Activity**

Employer Type	Full	Postdoctoral	Transitional	Student
Teaching	3,969	27	7	102
Research	16,126	1,388	52	3,213
Administration	2,263	1	1	12
Diagnosis and Testing	3,885	11	9	68
Product Development	1,153	2	2	14
Consulting	943	40	2	10
Clinical Practice	2,078	256	18	50
Sales	254	650	2	9
Blank	3,330	176	11	1,466
<b>TOTAL</b>	<b>34,001</b>	<b>1,532</b>	<b>104</b>	<b>4,944</b>

**2008 ASM Members by Degree**

Employer Type	Full	Postdoctoral	Transitional	Student
PhD (Doctor of Philosophy)	18,813	1,438	6	160
ScD (Doctor of Science)	545	2	2	2
MD (Doctor of Medicine)	5,298	78	0	4
DVM (Doctor of Veterinary Medicine)	167	3	0	1
DPH (Doctor of Public Health)	63	0	0	0
DDS (Doctor of Dental Science)	42	0	0	3
Other/No Degree	987	0	0	847
Pharm D	401	1	4	1
Associate (ABA, AA, AS)	87	0	13	92
Bachelors (BA, AB, BS)	3,949	4	1	2,283
Masters (MA, MS)	3,554	6	44	1,454
Blank	95	0	33	97
<b>TOTAL</b>	<b>34,001</b>	<b>1,532</b>	<b>104</b>	<b>4,944</b>





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**Applied and Environmental Microbiology (AEM):**

**Circulation Distribution**

Print: 1,205  
Online: 5,105  
Total: 6,310

**Coverage and Market**

Coverage: International  
Market Served: Applied and industrial microbiologists, biotechnologists manufacturers, scientific research laboratories and institutions.

**Research & Development: 51%**  
**Diagnostic Testing, Consulting: 12%**  
**Administration, Sales, Teaching: 23%**  
**Other: 14%**

**Percentage of Subscribers w/ MD: 2%**  
**Percentage of Subscribers w/ PhD: 63%**  
**Other: 35%**

Source: 2009 ASM Member Demographics Report (July 2009)

**Antimicrobial Agents and Chemotherapy (AAC):**

**Circulation Distribution**

Print: 1,074  
Online: 4,943  
Total: 6,017

**Coverage and Market**

Coverage: International  
Market Served: Infectious disease specialists, microbiologists, chemotherapy specialists, laboratories and research institutions.

**Research & Development: 36%**  
**Diagnostic Testing, Consulting: 32%**  
**Administration, Sales, Teaching: 22%**  
**Other: 10%**

**Percentage of Subscribers w/ MD: 48%**  
**Percentage of Subscribers w/ PhD: 27%**  
**Other: 25%**

Source: 2009 ASM Member Demographics Report (July 2009)





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[Publication Demographics](#)

[ASM & IAAC Meeting Demographics](#)

**Clinical Microbiology Reviews (CMR):**

**Circulation Distribution**

Print: 1,413  
Online: 4,996  
Total: 6,409

**Coverage and Market**

Coverage: International  
Market Served: Clinical microbiologists, immunologists, diagnosticians infectious disease /cancer specialists, laboratories and hospitals.

**Research & Development: 15%**  
**Diagnostic Testing, Consulting: 48%**  
**Administration, Sales, Teaching: 23%**  
**Other: 14%**

**Percentage of Subscribers w/ MD: 41%**  
**Percentage of Subscribers w/ PhD: 24%**  
**Other: 35%**

Source: 2009 ASM Member Demographics Report (July 2009)

**Infection and Immunity (IAI):**

**Circulation Distribution**

Print: 752  
Online: 5,179  
Total: 5,931

**Coverage and Market**

Coverage: International  
Market Served: Infectious disease specialists, microbiologists, chemotherapy specialists, laboratories and research institutions.

**Research & Development: 57%**  
**Diagnostic Testing, Consulting: 6%**  
**Administration, Sales, Teaching: 17%**  
**Other: 20%**

**Percentage of Subscribers w/ MD: 26%**  
**Percentage of Subscribers w/ PhD: 56%**  
**Other: 18%**

Source: 2009 ASM Member Demographics Report (July 2009)





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**Journal of Bacteriology (JB):**

**Circulation Distribution**

Print: 936  
Online: 4,233  
Total: 5,169

**Coverage and Market**

Coverage: International  
Market Served: Microbiology and basic science, research laboratories and institutions.

**Research & Development: 64%**  
**Diagnostic Testing, Consulting: 4%**  
**Administration, Sales, Teaching: 18%**  
**Other: 14%**

**Percentage of Subscribers w/ MD: 6%**  
**Percentage of Subscribers w/ PhD: 73%**  
**Other: 21%**

Source: 2009 ASM Member Demographics Report (July 2009)

**Journal of Clinical Microbiology (JCM):**

**Circulation Distribution**

Print: 1,963  
Online: 5,558  
Total: 7,521

**Coverage and Market**

Coverage: International  
Market Served: Scientists and lab personnel involved in all aspects of clinical microbiology research and practice.

**Research & Development: 14%**  
**Diagnostic Testing, Consulting: 41%**  
**Administration, Sales, Teaching: 20%**  
**Other: 15%**

**Percentage of Subscribers w/ MD: 26%**  
**Percentage of Subscribers w/ PhD: 23%**  
**Other: 10%**

Source: 2009 ASM Member Demographics Report (July 2009)





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**Journal of Virology (JVI):**

**Circulation Distribution**

Print: 936  
Online: 4,233  
Total: 5,169

**Coverage and Market**

Coverage: International  
Market Served: Microbiology and basic science, research laboratories and institutions.

**Research & Development: 64%**  
**Diagnostic Testing, Consulting: 4%**  
**Administration, Sales, Teaching: 18%**  
**Other: 14%**

**Percentage of Subscribers w/ MD: 6%**  
**Percentage of Subscribers w/ PhD: 73%**  
**Other: 21%**

Source: 2009 ASM Member Demographics Report (July 2009)

**Microbiology and Molecular Biology Reviews (MMBR):**

**Circulation Distribution**

Print: 690  
Online: 4,318  
Total: 5,008

**Coverage and Market**

Coverage: International  
Market Served: Microbiologists, virologists, immunologists, research laboratories and institutions.

**Research & Development: 70%**  
**Diagnostic Testing, Consulting: 5%**  
**Administration, Sales, Teaching: 10%**  
**Other: 15%**

**Percentage of Subscribers w/ MD: 23%**  
**Percentage of Subscribers w/ PhD: 67%**  
**Other: 10%**

Source: 2009 ASM Member Demographics Report (July 2009)





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**Journal of Virology (JVI):**

**Circulation Distribution**

Print: 690  
Online: 4,318  
Total: 5,008

**Coverage and Market**

Coverage: International  
Market Served: Microbiologists, virologists, immunologists, research laboratories and institutions.

**Research & Development: 70%**  
**Diagnostic Testing, Consulting: 5%**  
**Administration, Sales, Teaching: 10%**  
**Other: 15%**

**Percentage of Subscribers w/ MD: 23%**  
**Percentage of Subscribers w/ PhD: 67%**  
**Other: 10%**

Source: 2009 ASM Member Demographics Report (July 2009)

**Microbiology and Molecular Biology Reviews (MMBR):**

**Circulation Distribution**

Print: 1,069  
Online: 4,703  
Total: 5,772

**Coverage and Market**

Coverage: International  
Market Served: Wide cross-section of microbiologists working in all aspects of the discipline.

**Research & Development: 51%**  
**Diagnostic Testing, Consulting: 9%**  
**Administration, Sales, Teaching: 27%**  
**Other: 13%**

**Percentage of Subscribers w/ MD: 12%**  
**Percentage of Subscribers w/ PhD: 68%**  
**Other: 20%**

Source: 2009 ASM Member Demographics Report (July 2009)





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### Molecular and Cellular Biology (MCB):

#### Circulation Distribution

Print:	549
Online:	4,738
<i>Total:</i>	<i>5,287</i>

#### Coverage and Market

Coverage: International

Market Served: Microbiologists, cell scientists, cancer specialists, virologists, immunologists, research laboratories and institutions.

<b>Research &amp; Development:</b>	<b>69%</b>
<b>Diagnostic Testing, Consulting:</b>	<b>2%</b>
<b>Administration, Sales, Teaching:</b>	<b>9%</b>
<b>Other:</b>	<b>20%</b>

<b>Percentage of Subscribers w/ MD:</b>	<b>21%</b>
<b>Percentage of Subscribers w/ PhD:</b>	<b>66%</b>
<b>Other:</b>	<b>13%</b>

Source: 2009 ASM Member Demographics Report (July 2009)





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**ASM General Meeting Audience Demographics**

Attendance at the ASM General Meeting has increased annually since 2005. Surveys show that each delegate spends an average of almost seven hours visiting exhibits and that six out of 10 are there to see a specific exhibitor.

**Category of Employment**

Hospital Diagnostic Laboratory	730	Pharmaceuticals/Chemicals	186
Private Diagnostic Laboratory	111	Medical/Diagnostics	364
Private Practice	35	Agiculture/Veterinary	59
Reference Laboratory	141	Biotechnology	404
Junior or Community College	40	Food Products	63
Undergraduate College or University	683	Federal	569
Graduate College or University	2,439	State	124
Professional School (Med, Dent, Vet)	729	Local	31
Non-Profit Research	363	Other	592

**Specialty**

Anitmicrobial Chemotherapy	180	Cell & Structural Biology	55	DNA Viruses	21
Symbiotic & Parasitic	28	Microbial Physiology & Metabolism	231	RNA Viruses	46
Microbial Pathogenesis	1,019	Healthcare Epidemiology	21	Mycobacteriology	129
Clinical Microbiology	1,076	Bacteriophage	52	Clinical & Diagnostic Immunology	21
Bacteria of Medical Importance	143	Microbial Ecology	425	Microbiology Education	97
Immunology	187	Fermentation & Biotechnology	95	Molecular, Cellular & General Bio	77
Medical Mycology	94	Food Microbiology	229	Public Health	165
Mycoplasmaology	36	Environmental & Applied	703	Animal Health Microbiology	51
Genetics & Molecular Biology	565	Evolutionary & Genomic	132	Other	1,260
General Microbiology	525				

**Total Scientific Attendees: 7,663**

**Total Number of Exhibitors, Guests & Press: 2,458**

**2008 ASM GM Attendance Total: 10,121**





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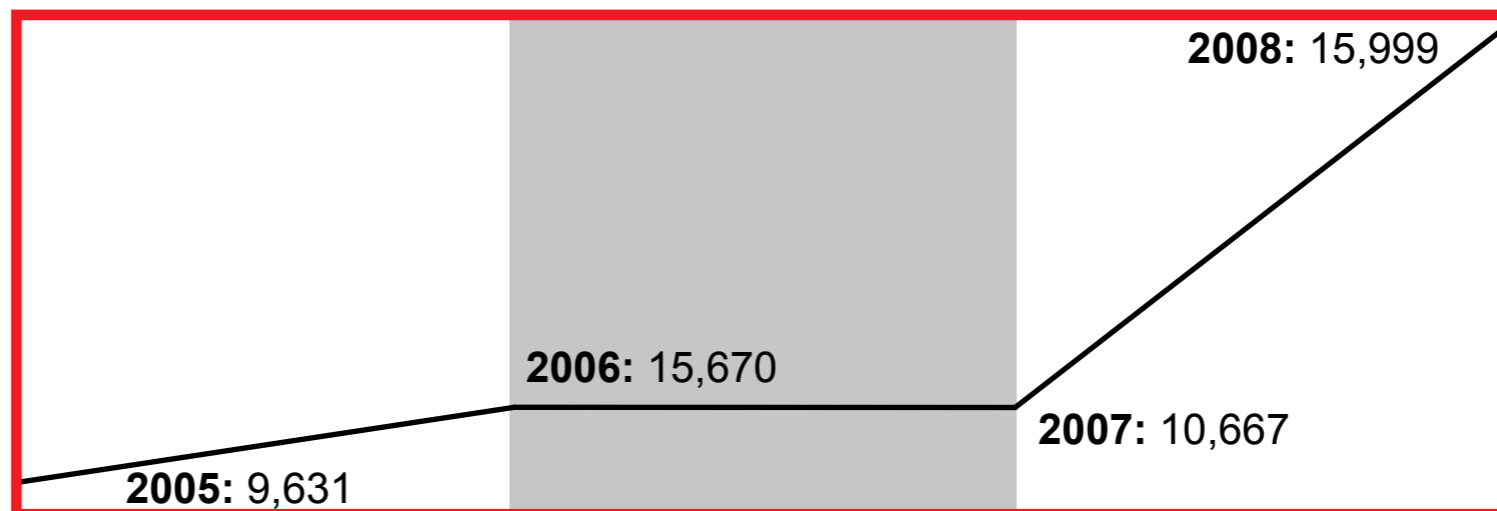
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ICAAC (Interscience Conference on Antimicrobial Agents and Chemotherapy)  
Previous Attendance Demographics

	2008 ICAAC/IDS Washington DC	2007 ICAAC Chicago	2006 ICAAC San Francisco	2005 ICAAC Washington DC*
Scientific Attendees	13,356	8,810	8,865	7,685*
Exhibitors	2,133	1,567	1,513	1,656
Guests, Press	465	290	292	177

Totals





# AMERICAN SOCIETY FOR MICROBIOLOGY

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### The Walchli-Tauber Group, Inc.

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